

DATE: August 7, 2003

TO: Federal Executive Board Members

FROM: Linda Kurz, Chair
Greater St. Louis Federal Executive Board

SUBJECT: Hispanic Employment Program Council -- Annual Training Seminar

The Hispanic Employment Program Council's 2003 Seminar is slated for Thursday, September 18. The seminar will focus on workforce diversity in the St. Louis region.

Featured speakers include Guillermo Rodriguez, Director of International Programs, Webster University, who will discuss educational issues. Rudy Nickens, Vice President, St. Louis 2004, will chair a panel with corporate representatives Debbie Hollingsworth, SBC, Yvonne Tisdell, SSM Health Care, and Michelle Holton, Edward Jones. Gilberto Pinella will chair another panel of local media representatives.

The Embassy Suites Downtown, 901 North First (Laclede's Landing), is the seminar site. Check-in with refreshments begins at 7:30 am and the program opens at 8:30 am and will end at 3:30 pm. Further details on the program will be posted on the Federal Executive Board web site at: <http://www.stlouis.feb.gov/>.

The Federal Executive Board Office is responsible for registration. The registration fee of \$35 per participant is non-refundable. Cancellations are not accepted, but substitutions may be made until September 16, by calling the office at 314-539-6312.

Registration forms must be received no later than Thursday, *September 11, 2003*. Walk-ins will not be accepted.

I encourage you and your staff to attend and support this seminar.

Enclosures (1)

**2003 HISPANIC EMPLOYMENT PROGRAM COUNCIL
TRAINING SEMINAR**

REGISTRATION FORM

DEADLINE: SEPTEMBER 11, 2003

NAME: _____
Last First MI

AGENCY: _____

PHONE NUMBER: (____) _____

SPECIAL NEEDS: _____
(i.e., *Interpreter Service for Hearing Impaired, dietary, etc.)

COST: \$35.00 Per participant (includes lunch)

ACCEPTABLE METHODS OF PAYMENT:

() Purchase Order () SF-182 () DD-1556

() Check/Money Order (payable to: **Hispanic Employment Program Council**)

() VISA () MASTERCARD CARD # _____

Expiration Date: _____ Signature: _____

MAIL TO: Greater St. Louis Federal Executive Board
Robert A. Young Building Room 2.202C
St. Louis, Missouri 63103

FAX TO: 314-539-6314

NOTE: *Payment is non-refundable and cancellations cannot be accepted. Walk-ins cannot be accommodated. All participants must be pre-registered. Substitutions may be made until Tuesday, September 16, 2003, by calling Federal Executive Board at 314-539-6312.*

* INTERPRETER SERVICE MUST BE CANCELLED NO LATER THAN COB SEPTEMBER 16, 2003

**Greater St. Louis Federal Executive Board
Hispanic Employment Program Council
Annual Seminar
September 18, 2003**

7:30 Registration/Continental Breakfast

8:30 Welcome and Opening Ceremonies

Ruben Santiago
President
Hispanic Employment Program Council

Linda Kurz
Chair
Federal Executive Board

Missouri Air National Guard 131st Fighter Wing Color Guard and RAY Singers

9:00 Corporate Initiatives to Create a Diverse Workforce

Rudy Nickens
Vice President
St. Louis 2004
Debbie Hollingsworth, SBC
Homer Robinson, SSM Health Care

10:00 Networking Session/Break

10:30 Higher Education for Hispanics: A Perspective

Guillermo Rodriguez
Director International Projects
Webster University

11:00 Hispanics in the Federal Workforce: A Military Perspective

Colonel Hector Topete
US Army

Lunch

1:00 Securing the Future

Kevin Courington
Attorney

2:00 Break

2:15 The Hispanic Media

Gilberto Pinela
Radio and TV Personality
Cecilia Velazquez, Owner-Editor, "Red Latina" Newspaper
Matthew Mulcahy, Vice-President, The Hispanic Media Group

3:00 "Hero Street" Tribute

3:30 Wrap-up and Evaluations

2003 HISPANIC COUNCIL SEMINAR SPEAKER BIOS

CORPORATE INITIATIVES TO CREATE A DIVERSE WORKFORCE

**Rudy Nickens, Jr.
Vice President
St. Louis 2004**

Mr. Nickens is Vice President of St. Louis 2004. St. Louis 2004 is a catalyst for improvement in the St. Louis region. Mr. Nickens manages three of the organization's thirteen initiatives, Workforce Diversity, Zero Tolerance for Hate and Combating Youth and Gang Violence.

For nearly 15 years, Mr. Nickens has worked on many social justice projects locally, nationally and internationally. He is adjunct faculty at Webster University in St. Louis where he teaches courses on multiculturalism and diversity. He has presented at numerous conferences including the World Conference on Women in Beijing, China. He led workshops on internalized racism at the United Nations World Conference against Racism, Xenophobia and Other Related Intolerance in Durban, South Africa. He serves as Chairperson of the Diversity Awareness Partnership, Director of the Minority Corporate Network, Vice President of the Board of St. Louis Black Repertory Company, board member of The Wyman Center, the Arts and Education Council of St. Louis and is a recipient of a Next Generation Leadership fellowship at the Rockefeller Foundation.

He has served on allocation committees for the United Way of Greater St. Louis and the St. Louis Rams Foundation.

Debra A. Hollingsworth
Vice President – External Affairs
SBC– Missouri

As Vice President External Affairs, Ms. Hollingsworth manages community relations programs for SBC and directs public affairs functions for Cindy Brinkley, president of SBC-Missouri. Her primary responsibilities are overseeing SBC Foundation grant and charitable giving programs for Missouri.

Since joining the company in 1979, she has held numerous management positions and gained experience in various functions, including marketing, regulatory affairs, network, constituency relations, special services and external affairs.

She is a graduate of Leadership St. Louis, Greater Missouri Leadership Challenge, served as President of the Professional Women of SBC and is on the Board of Directors of Focus St. Louis, St. Louis Minority Business Council, Opera Theatre St. Louis, the University of Missouri-St. Louis Chancellor's Council, March of Dimes, RCGA Business Services Committee and the Parkway Education Foundation. She also served on the SeniorNet Board of Directors, National Association of Partners in Education Board of Directors and the United Way Allocation Panel.

Ms. Hollingsworth is a native of Raton, New Mexico. She earned a bachelor's degree in communications and journalism from West Texas A&M University and a master's degree from Webster University.

HIGHER EDUCATION FOR HISPANICS: A PERSPECTIVE

Guillermo A. Rodríguez
Director International Projects
Webster University

Mr. Rodríguez grew up in Puerto Rico and has more than thirty years of successful management, marketing, sales, and business development experience internationally and domestically in various industries and sectors.

Mr. Rodríguez is Director for International Projects at Webster University, in St. Louis. He oversees the Office of Study Abroad of the university and coordinates other international programs. Before moving to the international division of the university he was director of Webster's Center for Professional Development and Excellence.

Mr. Rodríguez started his career in Puerto Rico working with Carrera, one of the largest importers and marketers of foodstuffs and wines and spirits on the island. He then moved on to ITT Corporation, where he spent more than 12 years with three different units, one of which was located in Ecuador – he was general manager of EDINA, the yellow pages publishers, while in that South American country – the other two units were in Puerto Rico, one manufactured and marketed computer peripherals, and the other published the yellow pages for Puerto Rico and the U.S. Virgin Islands; he was the marketing manager at both units. After leaving ITT, Mr. Rodríguez founded GRB & Associates, a marketing consulting firm in San Juan. He established himself in St. Louis, Missouri, in 1995 and initially worked for Greenstreak International as Director for the Latin American market. Prior to joining Webster University, he managed the Targeted Export Marketing Assistance Program (TEMAP) which provided export counseling to companies that wanted to export, particularly to Latin America.

Mr. Rodríguez holds an MBA and a Bachelor in Business Administration degree in Management from Catholic University of Puerto Rico. He has also attended numerous professional development seminars and programs including the Advanced Management Programme at the prestigious London Business School (England), and ITT's Program for Management Development at Boston University.

Mr. Rodríguez is Chairman of the Board of the Hispanic Chamber of Commerce of Metropolitan St. Louis, director of the Hispanic Educational, Cultural and Scholarship Fund in St. Louis, and member of the International Committee of the United States Hispanic Chamber of Commerce. He is also member of the Board of Directors of the Webster Groves – Shrewsbury Chamber of Commerce.

Moreover, Mr. Rodríguez is a member of the Global Studies Advisory Board of the St. Louis Community College at Meramec, of the Board of Trustees of the St. Louis Center for International Relations and is president of the Saint Louis – San Luis Potosí Friendship Committee (Sister Cities). Mr. Rodríguez is member of the steering committee of the St. Louis Regional International Partnership as well as the Latin America Business Forum.

Mr. Rodríguez is likewise a member of board of directors of the Puerto Rican Society, a 501(c)(3) cultural and charitable organization in St. Louis, and is actively involved with the Hispanic Leaders Group of Greater St. Louis.

HISPANICS IN THE FEDERAL WORKFORCE: A MILITARY PERSPECTIVE

Colonel Hector E. Topete
US Army Office of Inspector General
California National Guard Army and Air

Colonel Topete was born in Mexico and immigrated to the United States with his parents at the age of eight. His family settled in Weed, California. After turning 18, he became a naturalized U.S. citizen and received an appointment to West Point. He graduated in 1976 and was initially commissioned as an armor officer. He is a rated military pilot in helicopters and airplanes, a civilian commercial pilot and flight instructor and a qualified military paratrooper and Ranger.

Colonel Topete is a graduate of various military and civilian institutions of leadership and higher learning. Among these are the U.S. Army Flight Programs for rotary and fixed wing aircraft, the U.S. Army Command and General Staff College and the Army Senior Service Fellows Program. He received a Bachelors degree from the U.S. Military Academy at West Point and a Masters from Central Michigan University.

Colonel Topete was selected to serve as a senior military fellow at the Joint Center for Political and Economic Studies in Washington, D.C. It was there that he researched and published the report titled Under Representation of Hispanic-Americans in the U.S. Army's Officer Corps: A Study of an Inverse Dynamic. The report received nation-wide interest among senior leaders within military, Congressional and educational circles.

Colonel Topete has served in numerous command and staff positions. Some of these include Tank Platoon Leader, Tank Company Commander, Aviation Company Commander, Military Comptroller, Liaison Officer to the Government of Mexico, Battalion Commander and Brigade Commander. He has served in units such as the 82nd Airborne Division, the XVIII Airborne Corps, the 1st Cavalry Division, the 7th Infantry Division, the U.S. Army in Europe, the Pentagon and the ROTC Cadet Command.

Colonel Topete is the recipient of various military and civilian awards and certifications. He was named the U.S. Army's winner of the 2000 National Image, Inc. Meritorious Service Award. Some of his military awards include the Legion of Merit, the Defense Meritorious Service Medal, the Meritorious Service Medal, the Humanitarian Service Medal, the Overseas Service Ribbon and the Master Aviator Badge.

SECURING THE FUTURE

Kevin W. Courington Attorney At Law

Mr. Courington is an attorney who concentrates his practice on Estate Planning, Business Planning and Real Estate. He focuses on designing plans that are custom tailored to the specific needs and desires of each client. He frequently gives educational seminars to insurance and financial planning professionals, accountants and attorneys, federal employees as well as the general public.

His practice includes estate planning, probate and estate administration, business succession planning, wealth preservation, business formation, general corporate law and real estate. Client's estate plans are generally prepared on a fixed fee basis, quoted in advance. Each plan is reviewed with each client page by page and paragraph by paragraph to ensure it accomplishes the clients' goals.

Mr. Courington attended Mercer University where he received a B.B.A. Degree, Magna Cum Laude, in General Business and Economics. He received his Juris Doctor Degree with Honors in 1993 from the University of Florida. He then served as a Captain in the Army Judge Advocate General's Corps, gaining valuable experience handling a wide range of legal issues and serving hundreds of clients while working for the "World's Largest Law Firm."

Mr. Courington is licensed to practice law in Missouri and Florida and before the United States Tax Court.

He is a member of the Missouri Bar, the Florida Bar, The American Bar Association (Real Property, Probate and Trust Law Section and Section of Taxation) and the Bar Association of Metropolitan St. Louis.

THE HISPANIC MEDIA

Gilberto Pinela Pinela Communications

Mr. Pinela was born in San Juan, Puerto Rico in July 1963. Subsequently he moved to New York and in 1985 joined the United States Air Force. While in the Service he was assigned responsibilities as the Base Housing Customer Service Representative, wherein he became interested in the Hospitality Industry. On leaving the Service he began a career in the Hospitality Industry. He relocated to St. Louis while working as an associate for Marriott Hotels Corporation.

Pinela Communications

Mr. Pinela owns Pinela Communications a broadcast media company that develops and produces bilingual radio and television programming for Hispanic and non-Hispanic St. Louis audiences. He currently produces **“Enterate”** a weekly bilingual radio talk show for St. Louis’s emerging Hispanic market. “Enterate” airs every Saturday from 4:30p.m. To 5:30p.m. On 770 WEW am, “Radio Cucui”. He has served as a marketing consultant and contractor for KXEN 1010 AM on advertising and marketing a Latino format. He Co-founded the Hispanic Media Group, a business organization that specializes in the purchasing of radio time to present Latino programs for the Hispanic and non-Hispanic market of our area. In addition he Co-produces and host **“Ahora San Luis”** the first ever locally produced Spanish language television show on government access television in the state of Missouri. **“Ahora San Luis”** airs everyday on **City TV 10**. In September of 2001, Mr. Pinela introduced the first ever on local mainstream commercial television Spanish language variety show: **“Enterate”, Enterate (Find out) airs Sundays once a month at 6:00a.m. on KMOV Channel 4”**. Most recently Mr. Pinela was invited to join the cast as co-host of the newest variety and entertainment general audience show **“Best of the STL”** which airs live on City TV 10 every other Wednesday. He also serves as Masters of Ceremony at local Hispanic functions, festivals and other events as well as doing phone greeting voice over for various companies; and radio plus television commercials.

Executive Director, Hispanic Chamber of Commerce of Metropolitan St. Louis

From 2001 to 2003, first Executive Director of the Hispanic Chamber of Commerce of Metropolitan St. Louis, having since 1995 served on its board of directors and presided the organization since 1999. The **Hispanic Chamber of Commerce of Metropolitan St. Louis** promotes both the entrepreneurial capabilities and the need for inclusion of Latino business owners in our

metropolitan region. His duties and responsibilities as president included developing, structuring, and organizing the goals for the Chamber. This included overseeing operations of committees, developing budgets, and representing the Chamber and the local Hispanic Community in affairs and meetings before governmental and other community organizations. His accomplishments during his first year as president were increasing awareness of the vibrant Hispanic business community and opening communication among the Hispanic business community with other regional business organizations and local and state government. As president he assisted the Mayor's office with Hispanic matters. He worked with the Deputy Mayor's office in developing a "Reciprocity Agreement" whereby, the City of St. Louis grants automatic minority certification to Latino owned businesses and all other minorities who already have certification with the State, the Federal government and the Minority council. He has initiated a partnership with the Greater Kansas City Hispanic Chamber of Commerce. Mr. Pinela was instrumental in the first ever "Declaration of Cooperation" between the St. Louis and the Greater Kansas City Hispanic Chamber of Commerce. The purpose of the "Declaration of Cooperation" was to unite the St. Louis and the Kansas City Hispanic Communities in statewide governmental issues of mutual interest and concern.

Education – Educational Community Service

Just completed he's Associate Degree. Communications in Arts, Saint Louis Community College. Mass Communications Program; emphasis in Broadcasting communications. He is planning to complete a Bachelors degree in Broadcast Communications. He served as Gateway Technical School - Mentor, Entrepreneurial program for the **Kauffman Foundation**. He also served as a Mentor for Hispanic high school students at Roosevelt High School. Served as Chairman of the International Relations Committee of the YMCA board, member of the board of United Way: "Region Wise"; South Side Catholic Community Services, recently joined the Minority Corporate Network board and was appointed by Mayor Francis Slay in 2001 to the **Industrial Development Authority** of the City of St. Louis board and the **Community Business Resource Council**. In the fall of 2003 Mr. Pinela was invited and has accepted to join the Saint Louis Crisis Nursery Board, Regional Media Arts board, and was selected by the American Jewish Federation to participate in the upcoming Project Interchange seminar for Latino Broadcasters in Israel.

Matthew Mulcahy
Vice-President and Program Director
The Hispanic Media Group

Mr. Matthew "Mateo" Mulcahy is the Vice-President and Program Director of The Hispanic Media Group or HMG. He is a founding partner in this radio project initiated in November 2001. He also hosts a popular radio show called Sabados Tropicales on the HMG's Radio Cucui programming on WEW 770 AM on Saturdays from 3:00pm - 4:30pm.

Mr. Mulcahy began his radio career in 1984 at KWUR in St. Louis hosting a variety of programs at the Washington University student run radio station. After graduating from Washington University in 1987, he remained as a host at KWUR until 1988 when he was offered a program at Public Radio Station KDHX. At KDHX, he worked as a volunteer broadcaster, hosting his weekly Hispanic radio program Sabados Tropicales until 2001. Sabados Tropicales was honored as "Best Ethnic Radio Program" in The Riverfront Times Best of Poll for 2001.

From 1990 - 1993, Mr. Mulcahy also began a radio project at St. Louis Community College radio station KCFV while he was in charge of International Students at SLCC at Florissant Valley. He produced a weekly program with international students, training a total of 21 students as hosts and board operators.

In 1998, Mr. Mulcahy purchased a three-hour radio slot at WEW 770 AM and began programming Mexican music every Saturday from 11am 2pm. The program, called Onda-Mex is a commercial venture which sells advertising in the community. This program soon became the highest rated program at the station and was instrumental in the HMG's choice to purchase airtime at the same station immediately following the established Onda-Mex program. Onda-Mex continues at WEW and has remained separate from the HMG's Radio Cucui.